

Message Text

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PAGE 01 WELLIN 03085 140444Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 PA-01 ICA-11 /033 W
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R 140353Z JUN 78
FM AMEMBASSY WELLINGTON
TO SECSTATE WASHDC 5730
USDOC WASHDC
INFO AMEMBASSY CANBERRA
AMCONSUL SYDNEY
AMCONSUL AUCKLAND POUCH

LIMITED OFFICIAL USE WELLINGTON 03085

E.O. 11652:N/A
TAGS: ETRD, BEXP, OVIP, (MORAN, W. DEAN), NZ
SUBJECT: VISIT OF DEPUTY ASSISTANT SECRETARY OF
COMMERCE W. DEAN MORAN

REF: WELLINGTON 3032

BEGIN UNCLASSIFIED

1. THE VISIT:
COMMERCE DEPUTY ASSISTANT SECRETARY W.DEAN MORAN SPENT
A FULL AND USEFUL THREE DAYS IN NEW ZEALAND LAST WEEK.
WHILE IN AUCKLAND THE DAS CONFERRED WITH THE STAFF OF
THE CONSULATE GENERAL, BRINGING THEM UP TO DATE WITH
COMMERCE'S THINKING AND PROGRAMS REGARDING EXPORT
PROMOTION, AND MET WITH A RANGE OF LOCAL BUSINESSMEN.
WHILE IN WELLINGTON THE DAS CALLED ON THE MINISTER FOR
TRADE AND INDUSTRY AND ACTING FOREIGN MINISTER, THE
SECRETARY FOR TRADE AND INDUSTRY AND THE ASSISTANT
SECRETARY OF THE TREASURY FOR INTERNATIONAL ECONOMIC
POLICY. IN BOTH STOPS DAS MORAN MET WITH CHAPTERS OF
THE AMERICAN CHAMBER OF COMMERCE. IN ADDITION, IN
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PAGE 02 WELLIN 03085 140444Z

WELLINGTON THE DAS GAVE A WELL RECEIVED ADDRESS TO A
LUNCHEON MEETING OF THE WELLINGTON CHAMBER OF COMMERCE.
(65-70 PERSONS). THE VISIT RECEIVED AMPLE
PRESS COVERAGE.
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2. EMBASSY COMMENT: THE VISIT OF DAS MORAN CONTRIBUTED IN A MARKED WAY TOWARD ACHIEVEMENT OF EMBASSY GOALS NOT ONLY IN RELATION TO STRENGTHENING OUR OWN EXPORT SALES BUT ALSO IN BROADER POLICY FIELDS AS WELL:

(A) A BASIC GOAL ASSIGNED THIS MISSION IS TO ENCOURAGE THE NEW ZEALANDERS TO DIVERSIFY THEIR EXPORTS FROM TRADITIONAL PRODUCTS IN TRADITIONAL MARKETS. THE NEW ZEALANDERS THEMSELVES REALIZE THE NECESSITY OF THIS BUT AT TIMES ARE OVERAWED BY THE VASTNESS OF OUR OWN MARKET FOR MANUFACTURED AND PROCESSED GOODS. THROUGH HIS PENETRATING COMMENTS ON MARKETING IN THE U.S., BASED ON HIS OWN BUSINESS EXPERIENCE, AND BY OFFERING TO SHARE DEPARTMENT OF COMMERCE EXPORT PROMOTION TECHNIQUES WITH GNZ OFFICIALS SHOULD A TEAM CARE TO VISIT WASHINGTON, DAS MORAN UNDERScoreD TO THE NEW ZEALANDERS THAT THE USA IS INDEED CONCERNED WITH THE ECONOMIC HEALTH OF THIS ANZUS ALLY AND IS PREPARED TO BE OF ASSISTANCE WHERE FEASIBLE. COMING FROM A SENIOR U.S. OFFICIAL CONCERNED WITH TRADE, THESE STATEMENTS WERE A MAJOR CONTRIBUTION TO THIS EMBASSY'S EFFORTS.

(B) TRADE PROTECTIONISM IN THE U.S. HAS BEEN A WORRY, ALBEIT AN EXAGGERATED ONE, HERE. IN HIS WELLINGTON PUBLIC ADDRESS, THE DAS DID MUCH TO LAY SUCH ANXIETIES TO REST, PUTTING SUCH ACTIONS AS RECENT INTERNATIONAL LIMITED OFFICIAL USE

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PAGE 03 WELLIN 03085 140444Z

TRADE COMMISSION FINDINGS ON TELEVISION SETS, SHOES, SPECIALITY STEEL ETC. IN PROPER PERSPECTIVE. IN THIS GENERAL AREA ONE MISSION GOAL HAS BEEN TO BE CERTAIN THAT THE U.S. IS NOT LUMPED IN NEW ZEALAND EYES INTO THE SAME PROTECTIONIST PILE WITH JAPAN AND THE EEC. DAS MORAN'S PUBLIC AND PRIVATE REMARKS ABOUT OUR OWN COMMITMENT TO FREE TRADE DID MUCH TO ASSIST IN THIS REGARD, WHILE AT NO TIME BEING OFFENSIVE TO OUR JAPANESE AND EUROPEAN PARTNERS.

(C) FINALLY, DAS MORAN, IN HIS MEETINGS WITH REPRESENTATIVES OF U.S. FIRMS, ASSURED THEM THAT THE U.S. REMAINS FIRMLY COMMITTED TO A POLICY OF EXPORT EXPANSION. INDEED, WITH A GROWING OIL DEFICIT, SUCH STIMULATION BECOMES MORE IMPORTANT THAN EVER, SAID MORAN. THESE REMARKS WERE MUCH APPRECIATED BY LOCAL REPRESENTATIVES OF AMERICAN FIRMS, AS RECENT DECISIONS ON TAX MATTERS AND COMMENTS IN SOME QUARTERS THAT IT WAS REALLY A FLOATING EXCHANGE RATE THAT COULD BEST SUPPORT EXPORTS HAD RAISED QUESTIONS IN SOME MINDS.

3. IN SUMMARY, THIS WAS THE TYPE OF USEFUL VISIT WHICH

IS ALWAYS WELCOME. HEALY

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Message Attributes

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Concepts: MINISTERIAL VISITS
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Copy: SINGLE
Draft Date: 14 jun 1978
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Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
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ISecure: 1
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